

Smoking Prevention Mass Media Intervention

Brief Program Description

The Smoking Prevention Mass Media Intervention studied the effects of long-term cigarette smoking prevention campaigns that used mass media and school-based interventions. The program assessed the campaigns' effects on children and youth in grades 5 through 10 living in Montana, New York, and Vermont communities receiving mass media and school-based interventions, compared to students in communities receiving only school-based interventions. In communities receiving the media interventions, an annual average of 540 television and 350 radio broadcasts were purchased in media programs popular with the intended student populations, each year for 4 years. The school-based intervention consisted of three or four lessons per year delivered over the same period.

Studies showed significant reductions in reported smoking and in the group that received both the mass media and school-based of interventions. Results included "cigarettes smoked per week" was reduced by 41 percent; "smoking cigarettes yesterday" was reduced by 34 percent; and "smoking in the past week" was reduced by 35 percent.

Program Development Support

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Contact Information

For indepth information on this program, please use the contact listed below.

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